



You get
growth
from
Philip
Morris
People

Who are Philip Morris People?
The Virginia Slims girl is one —
and so are millions of
loyal smokers of
Philip Morris brands.

In 1971, Philip Morris sales were up +11% overall. It was our 16th consecutive year of sales increases.

During the first six months of 1972, overall sales were up +15.2%.
Marlboro Red, America's fastest growing cigarette, was up +14.8%.
Marlboro 100's, up +22.5%. Benson & Hedges 100's, up +15.6%.
Virginia Slims, up +12.6%. Parliament, up +5.2%.

Philip Morris People grow on you.

